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## CLAIMS

1. A hot fill bottle of polymeric material having a plurality of thermal expansion panels equally spaced  
5 around a peripheral wall of the bottle and three dimensional logos embossed into the peripheral wall of the bottle characterised in that the three dimensional logos constitute, at least in part, the thermal expansion panels.
- 10 2. A hot fill bottle as claimed in claim 1, wherein the three dimensional logos constitute the whole of the thermal expansion panels.
- 15 3. A hot fill bottle as claimed in claim 1 or 2, wherein three equally spaced thermal expansion panels are provided.
- 20 4. A hot fill bottle as claimed in any preceding claim, wherein at least one of the three dimensional logos comprises two concave tear drop shapes interconnected by a raised land whereby the tear drop shapes are able to flex to compensate for volume changes of the bottle.
- 25 5. The hot fill bottle as claimed in claim 4, wherein all of the logos comprise two concave tear drop shapes interconnected by a raised land.
- 30 6 The hot fill bottle as claimed in any preceding claim, wherein the bottle is blow moulded in a polyester resin.
7. The hot fill bottle as claimed in claim 6, wherein said polyester resin is polyethylene  
35 terephthalate.
8. A hot fill bottle substantially as hereinbefore

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described with reference to any one of figures 1 to 10.